

## Electronic Patent Application Fee Transmittal

<b>Application Number:</b>	09767431			
<b>Filing Date:</b>	22-Jan-2001			
<b>Title of Invention:</b>	Brand equity system and method of increasing the same			
<b>First Named Inventor/Applicant Name:</b>	Charles L. Jones			
<b>Filer:</b>	John F. Colligan/Deborah Tomaszewski			
<b>Attorney Docket Number:</b>	US20000181			
Filed as Large Entity				
<b>Utility      Filing Fees</b>				
<b>Description</b>	<b>Fee Code</b>	<b>Quantity</b>	<b>Amount</b>	<b>Sub-Total in USD(\$)</b>
<b>Basic Filing:</b>				
<b>Pages:</b>				
<b>Claims:</b>				
<b>Miscellaneous-Filing:</b>				
<b>Petition:</b>				
<b>Patent-Appeals-and-Interference:</b>				
Post-Allowance-and-Post-Issuance:				
<b>Extension-of-Time:</b>				
Extension - 1 month with \$0 paid	1251	1	120	120

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Miscellaneous:				
Request for continued examination	1801	1	790	790
Total in USD (\$)				910